

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering November 4, 2011 – December 8, 2011:

Date	News Releases
11/14/11	CalPERS Names Carol Baldwin Moody To Lead Investment Compliance Unit
11/17/11	CalPERS Names Sean Tracy To Lead Enterprise Strategy and Performance Division

Print News Stories	Topic	CalPERS Representative	Date
Ventura County Star	Gov. Brown urges quick work to get state pension reform proposal on 2012 ballot	Ann Boynton	December 2
Sacramento Bee	CalPERS computer glitch creates bureaucratic mess for widowed spouses	Spokesperson	November 24
Top1000funds.com	Private Engagement Dominates Results For CalPERS	Spokesperson	November 23
Calpensions.com	PERS & STRS: Report Corporate Political Funds	Spokesperson	November 21
Top1000funds.com	CalPERS Undertakes Large-Scale Board Reforms	Spokesperson	October 26

Broadcast News/Radio	Topic	CalPERS Representative	Date
CNBC Closing Bell	Financial Market Analysis, Economy	Joe Dear	December 8

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	\$100,000 Club	Robert Udall Glazier	Appeal-Democrat
Letter	Unfunded Liability	Alan Milligan	Santa Clara Weekly

*Note: **Bold** Items Submitted and Printed*

Online Enhancements, Videos & Social Media

CalPERS Responds

- 11/30/11 CalPERS Releases Preliminary Analysis of Governor's Pension Proposal
- 11/29/11 CalPERS Lauds Supreme Court Decision to Protect Health Benefits for Retired Public Employees
- 11/16/11 Provision on Disclosing Contributions is All About Transparency

Twitter & Facebook

- CalPERS Twitter followers surpasses 3,000